

## CLAIM AMENDMENTS

Please amend claims 1, 4, 43, and 47 as follows.

1. (Currently Amended) A method, comprising:

broadcasting content descriptors, which are sets of attribute values that describe pieces of available content being considered for potential inclusion in a future broadcast schedule, but not included in a previous broadcast schedule, to a plurality of clients, wherein the broadcast of the content descriptors is transparent to users of the plurality of clients;

receiving first feedback from at least one of the plurality of clients regarding the content descriptors, the first feedback being an indication from the at least one of the plurality of clients of the relative desirability of the available content described by the content descriptors, the first feedback being based on previous content consumption by the at least one of the plurality of clients, the first feedback being automated and transparent to the at least one user of the at least one plurality of clients and in response to a trigger from a broadcaster of the content descriptors;

refining a list of available content in response to the first feedback to create the future broadcast schedule, wherein refining the list of available content prioritizes an order in which at least a portion of the available content described by the content descriptors will be broadcast;

broadcasting a further descriptive content included in the content listed in the refined list of available content to the plurality of clients, the further descriptive content describing pieces of content that are more likely to be ranked, rated, and/or consumed;

receiving next feedback from the at least one of the plurality of clients regarding the further descriptive content; and

refining a list of available content in response to the next feedback.

2. (Original) The method of claim 1 further comprising repeating operations of broadcasting further descriptive content, which further describe the available content listed in the refined list of available content, and receiving corresponding additional feedback to further refine the list of available content in response to the additional feedback.

3. (Original) The method of claim 2 wherein the further descriptive content is more descriptive of the available content than previously broadcast descriptive content.

4. (Currently Amended) A method, comprising:

broadcasting content descriptors, which are sets of attribute values that describe pieces of available content or data files being considered for potential inclusion in a future broadcast schedule, but not included in a previous broadcast schedule, to a plurality of clients, wherein the broadcast of the content descriptors is transparent to users of the plurality of clients;

receiving first feedback from the plurality of clients regarding the content descriptors, the first feedback being an indication from the plurality of clients of the relative desirability of the available content described by the content descriptors, wherein the first feedback is based on previous content consumption by one or more of the plurality of clients, the first feedback being automated and transparent to the at least one user of the at least one plurality of clients and in response to a trigger from a broadcaster of the content descriptors;

sorting the available content in response to the first feedback from the plurality of clients;

broadcasting further descriptive content related to at least a first portion, which includes the content that is determined to be more likely in demand, of the available content as sorted to the plurality of clients, the further descriptive content describing pieces of content that are more likely to be ranked, rated, and/or consumed;

receiving next feedback from the plurality of clients regarding the further descriptive content;

sorting the available content in response to the next feedback from the plurality of clients to create the future broadcast schedule, wherein sorting the available content prioritizes an order in which at least some of the available content described by the content descriptors will be broadcast; and

broadcasting at least a second portion, which is selected from the first portion, of the available content to the plurality of clients in an order responsive to the next feedback from the plurality of clients as prioritized by the sorting and according to the future broadcast schedule.

5. (Original) The method of claim 4 further comprising repeating:

broadcasting further descriptive content related to a narrower portion of the available content as sorted to the plurality of clients;

receiving next feedback from the plurality of clients regarding the further descriptive content.

6. (Original) The method of claim 4 wherein the further descriptive content less expensive to broadcast to the clients than the available content.

7. (Original) The method of claim 4 wherein the sorting of the available content in response to the next feedback comprises assigning a higher weight to the next feedback than the first feedback.

8. (Original) The method of claim 7 wherein the broadcasting of said at least a second portion of the available content in an order further responsive to the first feedback from the plurality of clients.

9. (Original) The method of claim 4 wherein the further descriptive content is included in the available content such that the broadcasting of the further descriptive content comprises broadcasting partial available content to the plurality of clients.

10. (Original) The method of claim 9 further comprising keeping track of the further descriptive content broadcast to the plurality of clients, wherein the broadcast of said at least a second portion of the available content comprises broadcasting a portion of a remaining portion of the partial available content to the plurality of clients.

11. (Original) The method of claim 4 wherein the available content comprises at least one of video information, graphical information, audio information, multi-media information or textual information.

12. (Original) The method of claim 11 wherein the further descriptive content comprises at least one of a video clip, a graphical clip, an audio clip, a multi-media clip or a textual description.

13. – 42. (Canceled)

43. (Currently Amended) An apparatus, comprising:

a processor having circuitry to execute instructions;

a communications interface coupled to the processor, the communications interface coupled to receive communications from one or more clients;

a storage device coupled to the processor, having instructions stored therein, which when executed cause the apparatus to:

broadcast content descriptors, which are sets of attribute values that describe pieces of available content being considered for potential inclusion in a future broadcast schedule, but not included in a previous broadcast schedule, to a plurality of clients, wherein the broadcast of the content descriptors is transparent to users of the plurality of clients;

receive first feedback from one or more of the clients regarding the content descriptors, the first feedback being an indication from said one or more of the clients of the relative desirability of the available content described by the content descriptors, wherein the first feedback is based on previous content consumption by one or more of the plurality of clients, the first feedback being automated and transparent to the at least one user of the at least one plurality of clients and in response to a trigger from a broadcaster of the content descriptors;

sort the available content in response to the first feedback to create the future broadcast schedule;

broadcast further descriptive content related to at least a first portion, which includes the content that is determined to be more likely in demand, of the available content as sorted to the plurality of clients, the further descriptive content describing pieces of content that are more likely to be ranked, rated, and/or consumed;

receive next feedback from one or more of the clients regarding the further descriptive content;

sort the available content in response to the next feedback to create the future broadcast schedule, wherein sorting the available content prioritizes an order in which at least some of the available content described by the content descriptors will be broadcast; and

broadcast at least a second portion, which is selected from the first portion, of the available content to the plurality of clients in an order responsive to the next feedback from the

one or more of the clients as prioritized by the sorting and according to the future broadcast schedule.

44. (Previously Presented) The apparatus of claim 43 wherein the order in which said at least a second portion of the available content is broadcast to the plurality of clients is further responsive to the first feedback.

45. (Original) The apparatus of claim 43 wherein the available content includes the further descriptive content.

46. (Previously Presented) The apparatus of claim 43 wherein the apparatus is further caused to repeat:

broadcasting further descriptive content related to narrower portions of the available content to the plurality of clients;

receive next feedback from said one or more of the clients regarding the further descriptive content.

47. (Currently Amended) A system, comprising:

a server;

a plurality of clients coupled to the server;

wherein the server is coupled to broadcast content descriptors, which are sets of attribute values that describe pieces of content or data files that are available content being considered for potential inclusion in a future broadcast schedule, but not included in a previous broadcast schedule, to the plurality of clients, wherein the broadcast of the content descriptors is transparent to users of the plurality of clients;

wherein the plurality of clients are coupled to receive the content descriptors broadcast by the server;

wherein the server is coupled to receive first feedback from one or more of the plurality of clients regarding the content descriptors, the first feedback being an indication from said one or more of the plurality of clients of the relative desirability of the available content described by the content descriptors, wherein the first feedback is based on previous content consumption by

one or more of the plurality of clients, the first feedback being automated and transparent to the at least one user of the at least one plurality of clients and in response to a trigger from a broadcaster of the content descriptors;

wherein the server is coupled to sort a list of available content in response to the first feedback;

wherein the server is coupled to broadcast further descriptive content, which further describe the available content listed in the list of available content, to the plurality of clients, the further descriptive content describing pieces of content that are more likely to be ranked, rated, and/or consumed;

wherein the server is coupled to receive additional feedback from one or more of the plurality of clients regarding the further descriptive content;

wherein the server is coupled to refine the list of available content in response to the additional feedback to create the future broadcast schedule, wherein sorting the available content prioritizes an order in which at least some of the available content described by the content descriptors will be broadcast; and

wherein the server is coupled to broadcast the available content listed in the refined list of available content to the plurality of clients as prioritized by the sorting and according to the future broadcast schedule.

48. (Previously Presented) The system of claim 47 wherein the server is further coupled to repeat the broadcast of further descriptive content and receive corresponding additional feedback from one or more of the plurality of clients to further refine the list of available content.

49. (Original) The system of claim 48 wherein the further descriptive content is more descriptive of the available content than previously broadcast descriptive content.